

# Special Memos

Your Gummydum Cigarette

Taste & Value copylines

What do <sup>basic smokers</sup> ~~they~~ like about Basic

↳ what does it stand for - what <sup>conveniences</sup> ~~come~~ are wanted

what do competitive smokers not like it

• Show FSI

sweepstakes

In Pack

Supergraphics / stuff

Philip Morris Inc.

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